

Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS)
Public Education and Outreach Committee
MEETING NOTES
June 19, 2008

Participants:

Danielle Blacet - Association of California Water Agencies
Gail Cismowski - Central Valley Regional Water Board, Sacramento
Daniel Cozad – Integrated Planning & Management
Linda Dorn - Sacramento Regional County Sanitation District
Rebecca Winer-Skonard - Larry Walker and Associates
Kathy Smith – State Water Resources Control Board
Rosa Lau-Staggs - City of Fresno
Beth Stern - Water Education Foundation
Sandra Thompson - State Water Resources Control Board
Karl Longley – Central Valley Regional Water Quality Control Board

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- Meeting started at 0940, with introductions and “ thoughts about salt”
 - Rosa volunteered to take notes, will try following previous minutes format
 - Viewed and provided comments on the DWR Drainage video “In Pursuit of Solutions” which focused on agricultural drainage. This video is part of the DWR’s “Rainbow Report.”
 - Solutions included: land retirement, groundwater management, source reduction, evaporation ponds, irrigation system improvements, salt removing technology.
 - Drainage Group has remained dormant, needs refocusing
 - Can our committee use the video?
 - Target audience: possibly farmers, educators
 - Good feedback on maps and graphics
 - Beth gave an update on the Salt Video
 - Paul Rodriguez is the voice in the video
 - Karen getting close caption for the final product. In office by Friday
 - Sent to Jerry Lee, KVPT (Fresno) Media Promotion Consultant. He would like to broadcast it nationally
 - Expected to air in August, feeding to satellite (14 station pick ups)
 - Possible interview after airing the documentary – Valley Weekend Review with John Tucker
 - Viewers guide developed from documentary script. Will sent for comments
 - Once the documentary airs, DVD copies will be made available for distribution. Shorts versions of 8 min and 15 to 20 minutes will also be available
 - Beth will get back to the group for previewing of the video (next meeting?) before the kick-off broadcast in August

- Target audience: Agencies, legislators and staff, general public
- Southern California Salinity Coalition would like to use for public education
- Karl commented on adaptive management to do in the future by this group can be linked to water use
- Draft copies of the video were meant to be for review and comment only by a committee, not for public review. Return DVD copies to Beth.
- Viewed and commented on a second round of CV-SALTS logos.
 - Selected option # 9
 - Graphic artist to work on the concept and make it usable for letterhead and flyers (logo-like)
- Daniel Cozad presented a list with “10 Thing You (General Public) Can Do to Reduce the Impacts of Salinity in California”
 - Discussed and reviewed suggested recommendation
 - Material to be put on bookmarks, bill inserts, etc
 - Explanation may be needed of each suggestion where space permits or a web site for more info
 - Daniel to update following group’s feedback
- Actions/Recommendations to Executive Committee
 - Continue recruitment of new members (water purveyors?)
 - Solicit ideas for committee
 - Working on logo
 - Update on the status of the documentary
 - Review of the DWR video
- Next meeting: July 8th, same location
- Rosa volunteered to take notes next meeting